AMENDMENTS TO CLAIMS

The listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A recommended item presentation method, comprising the steps of:

(a) obtaining client identifier associated client preference estimating factor information of a plurality of clients which is information according to which a preference of each client is to be estimated and which identifies each client explicitly, from a third party organization; and

(b) receiving a recommended item presentation request and a client preference estimating factor information of one client among the plurality of clients from an item provider server for providing items to [[a]] the plurality of clients through a network, where the recommended item presentation request requests a presentation of recommended items, without identifying the one client, and the client preference estimating factor information indicates a preference regarding particular items accessed by the one client, without identifying the one client, producing a recommended item list according to the client identifier associated client preference estimating factor information and the client preference estimating factor information by using the client preference estimating factor information as a key for obtaining related clients who have similar preferences regarding the particular items as the one client and related items preferred by the related clients which are potentially of interest to the one client from the client identifier associated client preference estimating factor information, and transmitting the recommended item list to the item provider server, such that the recommended item list suitable for the one client is provided to the item provider server without requiring any information for identifying the one client from the item provider server.

2. (Original) The recommended item presentation method of claim 1, wherein the step (a) obtains the client identifier associated client preference estimating factor information

by receiving a client preference estimating factor information list from a client preference estimating factor information list providing server which collects the client identifier associated client preference estimating factor information from a plurality of clients.

3.   (Original) The recommended item presentation method of claim 2, wherein the step (a) receives the client identifier associated client preference estimating factor information list in a form of a list of item identifiers of viewed/purchased items at the item provider server and dates and times of viewings/purchases of the viewed/purchased items for each client identifier, or a list of item identifiers of viewed/purchased items at the item provider server and ratings indicating levels of interest of each client with respect to the viewed/purchased items for each client identifier, or a list of item identifiers of interested items of each client for each client identifier.

4.   (Original) The recommended item presentation method of claim 2, further comprising the step of paying a fee for transmission of the client identifier associated client preference estimating factor information list to the client preference estimating factor information list providing server.

5.   (Original) The recommended item presentation method of claim 1, further comprising the step of receiving a fee for transmission of the recommended item list from the item provider server.

6.   (Original) The recommended item presentation method of claim 1, wherein the step (a) also processes the client identifier associated client preference estimating factor information into a client preference estimating factor information map and the step (b) produces the recommended item list according to the client preference estimating factor information map and the client preference estimating factor information.

7. (Original) The recommended item presentation method of claim 6, wherein the step (a) produces the client preference estimating factor information map in a form of any of a list of item identifiers of accessed items of each client for each client identifier, a list of item identifiers of accessed items of each client and ratings indicating levels of interest of each client with respect to the accessed items for each client identifier, a list of client identifiers of accessing clients of each item for each item identifier, a list of client identifiers of accessing clients of each item and ratings indicating levels of interest of each client with respect to each item for each item identifier, and a list of correlation values among correlated items.

8. (Original) The recommended item presentation method of claim 6, wherein the step (b) produces the recommended item list by:

obtaining a related client list by extracting client identifiers contained in a list of client identifiers for each item that constitutes the client preference estimating factor information map, for each item identifier in a list of item identifiers that constitutes the client preference estimating factor information received along with the recommended item presentation request from the item provider server;

narrowing down the related client list by extracting item identifiers contained in a list of item identifiers for each client that constitutes the client preference estimating factor information map, for each client identifier in the related client list, counting a number of overlaps between extracted item identifiers and item identifiers in the list of item identifiers that constitutes the client preference estimating factor information, for each client identifier in the related client list, rearranging client identifiers in the related client list in a descending order of counted number of overlaps, and setting a first prescribed number of client identifiers from a top of a rearranged related client list as a new related client list;

obtaining a related item list by extracting item identifiers contained in the list of item identifiers for each client, for each client identifier in the new related client list; and

narrowing down the related item list by extracting client identifiers contained in the list of client identifiers for each item, for each item identifier in the related item list, counting a number of overlaps between extracted client identifiers and client identifiers in the new related client list, for each item identifier in the related item list, rearranging item identifiers in the related item list in a descending order of counted number of overlaps, and setting a second prescribed number of item identifiers from a top of a rearranged related item list as the recommended item list.

9. (Currently Amended) A recommended item presentation server, comprising:

a client preference estimating factor information processing unit configured to obtain client identifier associated client preference estimating factor information of a plurality of clients which is information according to which a preference of each client is to be estimated and which identifies each client explicitly, from a third party organization; and

a recommended item presentation unit configured to receive a recommended item presentation request and a client preference estimating factor information of one client among the plurality of clients from an item provider server for providing items to [[a]] the plurality of clients through a network, where the recommended item presentation request requests a presentation of recommended items, without identifying the one client, and the client preference estimating factor information indicates a preference regarding particular items accessed by the one client, without identifying the one client, produce a recommended item list according to the client identifier associated client preference estimating factor information and the client preference estimating factor information by using the client preference estimating factor information as a key for obtaining related clients who have similar preferences regarding the particular items as the one client and related items preferred by the related clients which are potentially of interest to the one client from the client identifier associated client preference estimating factor information, and transmit the recommended item list to the item provider server, such that the recommended item list

suitable for the one client is provided to the item provider server without requiring any information for identifying the one client from the item provider server.

10. (Original) The recommended item presentation server of claim 9, wherein the client preference estimating factor information processing unit obtains the client identifier associated client preference estimating factor information by receiving a client preference estimating factor information list from a client preference estimating factor information list providing server which collects the client identifier associated client preference estimating factor information from a plurality of clients.

11. (Original) The recommended item presentation server of claim 10, wherein the client preference estimating factor information processing unit receives the client identifier associated client preference estimating factor information list in a form of a list of item identifiers of viewed/purchased items at the item provider server and dates and times of viewings/purchases of the viewed/purchased items for each client identifier, or a list of item identifiers of viewed/purchased items at the item provider server and ratings indicating levels of interest of each client with respect to the viewed/purchased items for each client identifier, or a list of item identifiers of interested items of each client for each client identifier.

12. (Original) The recommended item presentation server of claim 10, wherein the client preference estimating factor information processing unit also pays a fee for transmission of the client identifier associated client preference estimating factor information list to the client preference estimating factor information list providing server.

13. (Original) The recommended item presentation server of claim 9, wherein the recommended item presentation unit also receives a fee for transmission of the recommended item list from the item provider server.

14. (Original) The recommended item presentation server of claim 9, wherein the client preference estimating factor information processing unit also processes the client identifier associated client preference estimating factor information into a client preference estimating factor information map and the recommended item presentation unit produces the recommended item list according to the client preference estimating factor information map and the client preference estimating factor information.

15. (Original) The recommended item presentation server of claim 14, wherein the client preference estimating factor information processing unit produces the client preference estimating factor information map in a form of any of a list of item identifiers of accessed items of each client for each client identifier, a list of item identifiers of accessed items of each client and ratings indicating levels of interest of each client with respect to the accessed items for each client identifier, a list of client identifiers of accessing clients of each item for each item identifier, a list of client identifiers of accessing clients of each item and ratings indicating levels of interest of each client with respect to each item for each item identifier, and a list of correlation values among correlated items.

16. (Original) The recommended item presentation server of claim 14, wherein the recommended item presentation unit produces the recommended item list by:

obtaining a related client list by extracting client identifiers contained in a list of client identifiers for each item that constitutes the client preference estimating factor information map, for each item identifier in a list of item identifiers that constitutes the client preference estimating factor information received along with the recommended item presentation request from the item provider server;

narrowing down the related client list by extracting item identifiers contained in a list of item identifiers for each client that constitutes the client preference estimating factor information map, for each client identifier in the related client list, counting a number of overlaps between extracted item identifiers and item identifiers in the list of item identifiers

that constitutes the client preference estimating factor information, for each client identifier in the related client list, rearranging client identifiers in the related client list in a descending order of counted number of overlaps, and setting a first prescribed number of client identifiers from a top of a rearranged related client list as a new related client list;

obtaining a related item list by extracting item identifiers contained in the list of item identifiers for each client, for each client identifier in the new related client list; and

narrowing down the related item list by extracting client identifiers contained in the list of client identifiers for each item, for each item identifier in the related item list, counting a number of overlaps between extracted client identifiers and client identifiers in the new related client list, for each item identifier in the related item list, rearranging item identifiers in the related item list in a descending order of counted number of overlaps, and setting a second prescribed number of item identifiers from a top of a rearranged related item list as the recommended item list.

17. (Currently Amended) A computer usable medium having computer readable program codes embodied therein for causing a computer to function as a recommended item presentation server, the computer readable program codes include:

a first computer readable program code for causing said computer to obtain client identifier associated client preference estimating factor information of a plurality of clients which is information according to which a preference of each client is to be estimated and which identifies each client explicitly, from a third party organization; and

a second computer readable program code for causing said computer to receive a recommended item presentation request and a client preference estimating factor information of one client among the plurality of clients from an item provider server for providing items to [[a]] the plurality of clients through a network, where the recommended item presentation request requests a presentation of recommended items, without identifying the one client, and the client preference estimating factor information indicates a preference regarding particular items accessed by the one client, without identifying the one client, produce a recommended

item list according to the client identifier associated client preference estimating factor information and the client preference estimating factor information by using the client preference estimating factor information as a key for obtaining related clients <u>who have similar preferences regarding the particular items as the one client</u> and related items <u>preferred by the related clients which are potentially of interest to the one client</u> from the client identifier associated client preference estimating factor, and transmit the recommended item list to the item provider server, such that the recommended item list suitable for the one client is provided to the item provider server without requiring any information for identifying the one client from the item provider server.

    18. (Currently Amended) A method for providing a recommended item presentation service from a recommended item presentation server associated with one item provider server to a plurality of item provider servers for providing items to a plurality of clients through a network, comprising the steps of:

 (a) obtaining client identifier associated client preference estimating factor information of [[a]] <u>the</u> plurality of clients which is information according to which a preference of each client is to be estimated <u>and which identifies each client explicitly</u>, from a third party organization at the recommended item presentation server; and

 (b) upon receiving a recommended item presentation request and a client preference estimating factor information of one client among the plurality of clients from one of the plurality of item provider servers, where <u>the recommended item presentation request requests a presentation of recommended items, without identifying the one client, and</u> the client preference estimating factor information indicates a preference regarding particular items accessed by the one client, without identifying the one client, producing a recommended item list according to the client identifier associated client preference estimating factor information and the client preference estimating factor information by using the client preference estimating factor information as a key for obtaining related clients <u>who have similar preferences regarding the particular items as the one client</u> and related items <u>preferred</u>

by the related clients which are potentially of interest to the one client from the client

identifier associated client preference estimating factor information, and transmitting the

recommended item list to the one of the plurality of item provider servers at the

recommended item presentation server, such that the recommended item list suitable for the

one client is provided to the item provider server without requiring any information for

identifying the one client from the item provider server.